R.J. Reynolds Tobacco Company

J.A. MORRIS
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April 22, 1993

TO:

J. H. Casey	R. R. Steele
G. B. Brown	R. L. VanSickle
J. A. Miller	F. J. DeJong
P. J. Gilotty	G. R. Deschenes
F. V. Natale	G. M. Richardson
D. L. James	D. M. Comer
R. A. Ridge	J. C. Crouch

D. M. 4/23/93
T & D. 4/26/93
S. R. M.
S. A. M. 4/28/93

SUBJECT: ***Wawa Monarch/Bronson Springfed Package Fixture***

Gentlemen:

As information, Wawa Markets will be receiving a new Monarch/Bronson Combination Package/Carton display. This unit will be configured as follows:

* 3 or 4 feet in width
* 4 shelves, springfed packs:
  - Top 2 shelves - Bronson
  - Shelves 3 and 4 - Monarch
  - 1 shelf - Bronson cartons
  - Bottom shelf - Monarch cartons.
* RJR 1-inch Monarch shelf strip POS is authorized.

Attached is authorized plan-o-gram which has been forwarded to all stores.

If you have any questions, please give my office a call.

Best regards,

J. A. Morris

JAM:des
Attachment

CC: Betsy
Steve
Lorraine

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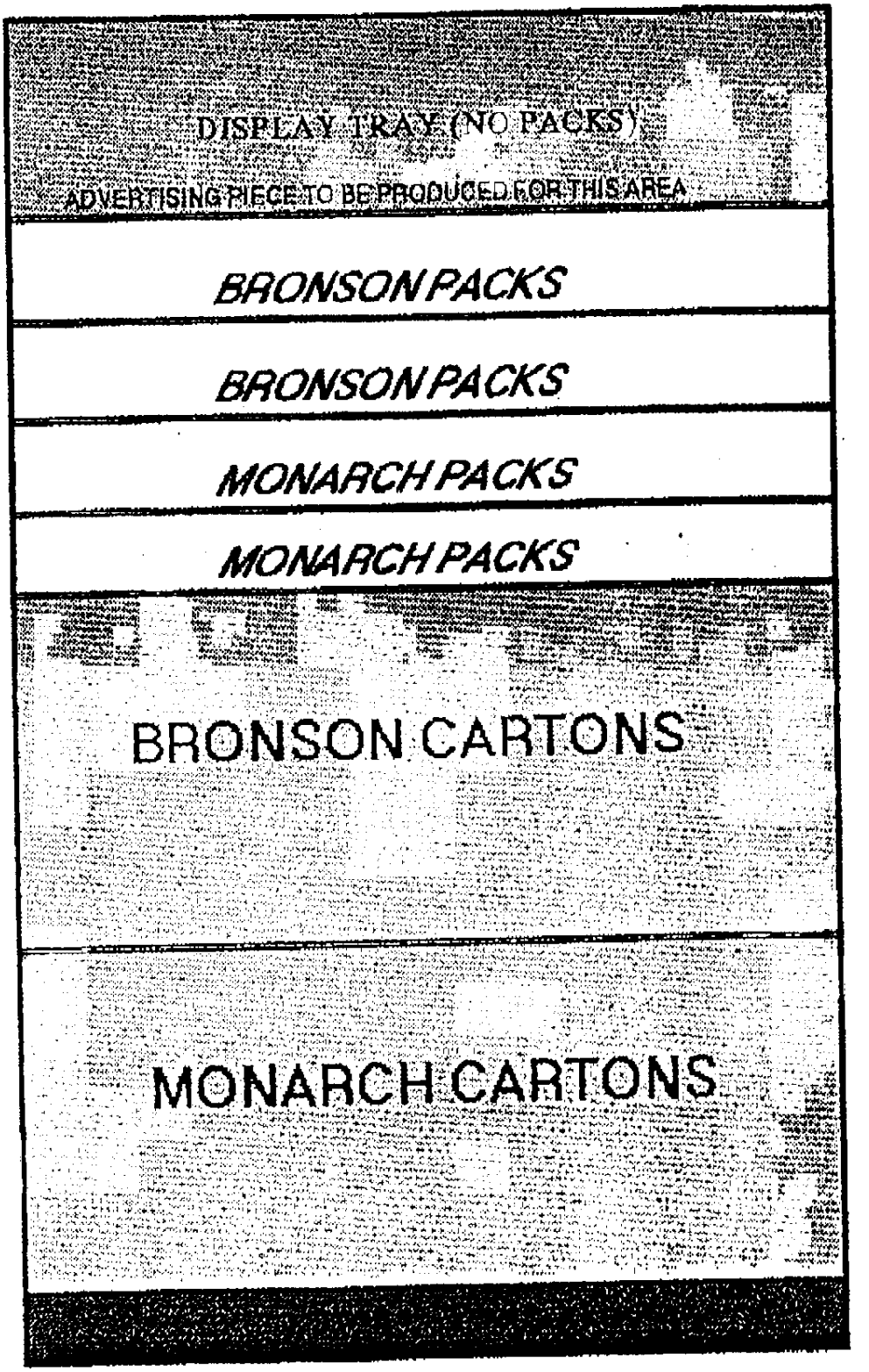
"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/lzjn0000



AUTHORIZED PLAN-O-GRAM FOR PACK/CARTON MERCHANDISING OF BRONSON/MONARCH

AUTHORIZED BY: Maureen McFadden DATE: 3/31/93

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